



## News Release

### ***Extra tickets released for Alexander McQueen: Savage Beauty***

**In partnership with Swarovski**

**Supported by American Express**

**With thanks to M·A·C Cosmetics**

**Technology partner Samsung**

**14 March – 2 August 2015**

**[www.vam.ac.uk/savagebeauty](http://www.vam.ac.uk/savagebeauty) | @V\_and\_A #SavageBeauty**

More than 50,000 additional tickets have today been released for the V&A's spring headline exhibition *Alexander McQueen: Savage Beauty*. The exhibition has been extended for two weeks, now closing 2 August 2015, with additional early morning and evening slots made available to provide as many opportunities as possible for visitors to see the exhibition.

With just under two months to the opening, the Museum has now sold 30,000 advance tickets with online pre-bookable tickets sold out for the first five weekends of the exhibition. This breaks a record for the most ever advance sales for a V&A exhibition at this point. People will still be able to buy tickets in person at the Museum every day of the exhibition run.

Outside the UK, ticket sales have come from all continents and 57 different countries including Australia, New Zealand, Canada, Lebanon, Brazil, Latvia, Kenya, Panama, Mexico, Denmark and Indonesia. The highest number of sales outside the UK have come from the U.S., followed by Ireland and Germany.

Martin Roth, Director of the V&A, said: *"With just two months to go, we are seeing an unprecedented demand for Savage Beauty but we also wanted to reassure people that there are still tickets available. We are committed to providing access to as many as possible during its 20-week run and so pleased to now offer many more opportunities to see this magnificent show in London."*

Although pre-booking is recommended to avoid disappointment, the V&A will make available 200 tickets for purchase every day at the Museum on a first-come-first-served basis. Members of the V&A enjoy unlimited free entry to all V&A exhibitions and there will be a members' preview as well as other dedicated viewing opportunities throughout the run of the exhibition.

**– ENDS –**

## Notes to Editors

Admission £16 (concessions available). V&A Members go free.

Advance booking is advised – this can be done in person at the V&A; online at [www.vam.ac.uk/savagebeauty](http://www.vam.ac.uk/savagebeauty); or by calling 0800 912 6961 (booking fee applies)

The exhibition is based on *Alexander McQueen: Savage Beauty*, an exhibition organised by the Costume Institute at The Metropolitan Museum of Art, New York in 2011

The V&A's presentation of the exhibition is being made possible with the cooperation of Alexander McQueen and will be in partnership with Swarovski; supported by American Express; with thanks to M·A·C Cosmetics; and technology partner Samsung.

**Corporate support for the V&A is more vital than ever. Please help us by acknowledging the exhibition sponsors.**

For further PRESS information about the exhibition, please contact Zoë Franklin or Lily Booth in the V&A press office on 020 7942 2497 / 2500 or email [z.franklin@vam.ac.uk](mailto:z.franklin@vam.ac.uk) / [l.booth@vam.ac.uk](mailto:l.booth@vam.ac.uk) (not for publication).

A selection of press images is available to download free of charge from <http://pressimages.vam.ac.uk>

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